

ORDER

Orders	Order / Rev:	718094		 WKYC <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>											
Alt Order #:	06349759														
Product Desc:	RNC														
Estimate:	3275														
Flight Dates:	09/28/12 - 10/05/12		Primary AE:		Joe Knauer										
Original Date / Rev:	09/27/12 / 10/05/12		Sales Office:		T-WAS										
Order Type:	Political		Sales Region:		NAT										
Agency	Name:	National Media Research Planning/ PC													
	Buying Contact:			Billing Type:	Cash										
	Billing Contact:			Billing Calendar:	Broadcast										
		815 Slaters Lane		Billing Cycle:	EOM/EOC										
		Alexandria, VA 22314		Agency Commission:	15%										
Advertiser	Name:	Republican National Committee													
	Demographic:	A35+		New Business Thru:											
	Product Codes:	IS-Candidate/Presidential		Order Separation:	00:15:00										
	Priority:	P-5		Advertiser External ID:											
	Revenue Codes:	AGY, GEN, POL		Agency External ID:											
Bill Plan					Totals										
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating						
08/27/12	09/30/12	20	\$47,050.00	\$39,992.50	September 2012	20	\$47,050.00	\$39,992.50	0.00						
10/01/12	10/05/12	62	\$100,300.00	\$85,255.00	October 2012	62	\$100,300.00	\$85,255.00	0.00						
					Totals	82	\$147,350.00	\$125,247.50	0.00						
Account Executives															
Account Executive		Sales Office	Sales Region	Start Date / End Date			Order %								
Joe Knauer				Start Of Order - End Of Order			100%								
Line Items															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/28/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	-----F--	:30	1	\$1,500.00	P-5	0.00	NM	3	\$4,500.00
COMMENTS APPLY TO SUB LINES A THRU B TONITE SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----F-- 1 \$1,500.00 0.00															
Week: 10/01/12 10/07/12 -----F-- 2 \$1,500.00 0.00															
E 2	WKYC	10/05/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-----F--	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 -----F-- 2 \$800.00 0.00															
E 3	WKYC	10/05/12	10/05/12	M-F 430a-5a 430a News	CM	430a-5a	-----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 -----F-- 1 \$300.00 0.00															
E 4	WKYC	10/05/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----F--	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 -----F-- 2 \$1,000.00 0.00															
E 5	WKYC	10/05/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	-----F--	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00

Order / Rev: 718094
Alt Order #: 06349759
Flight Dates: 09/28/12 - 10/05/12

Advertiser: Republican National Committee
Product Desc: RNC
Estimate: 3275

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	-----F--		2	\$1,400.00										
E 6	WKYC	09/28/12	10/05/12	Nightly News		CM	M-Su	6:28p-7p	-----F--	:30	1	\$4,000.00	P-5	0.00	NM	2	\$8,000.00
NBC NITELY NWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/24/12	09/30/12	-----F--		1	\$4,000.00										
		Week: 10/01/12	10/07/12	-----F--		1	\$4,000.00										
E 7	WKYC	10/05/12	10/05/12	M-F 7-9a Today		CM	7a-9a		-----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	-----F--		1	\$2,500.00										
E 8	WKYC	09/28/12	10/05/12	M-F 730-8p		CM	730-8p		-----F--	:30	1	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
Ent Tonight 30																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/24/12	09/30/12	-----F--		1	\$2,000.00										
		Week: 10/01/12	10/07/12	-----F--		1	\$2,000.00										
E 9	WKYC	10/01/12	10/01/12	Tonight Show		CM	1135p-1237a		M-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		2	\$1,500.00										
E 10	WKYC	10/01/12	10/01/12	M-F 4-5p		CM	4p-5p		M-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		2	\$800.00										
E 11	WKYC	10/01/12	10/01/12	M-F 430a-5a		CM	430a-5a		M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		1	\$300.00										
E 12	WKYC	10/01/12	10/01/12	M-F 5-6a		CM	5a-6a		M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		2	\$1,000.00										
E 13	WKYC	10/01/12	10/01/12	M-F 5-6p		CM	5p-6p		M-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		2	\$1,400.00										
E 14	WKYC	10/01/12	10/01/12	Nightly News		CM	M-Su	6:28p-7p	M-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		1	\$4,000.00										
E 15	WKYC	10/01/12	10/01/12	M-F 7-9a Today		CM	7a-9a		M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		1	\$2,500.00										
E 16	WKYC	10/01/12	10/01/12	M-F 730-8p		CM	730-8p		M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
Ent Tonight 30																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/01/12	10/07/12	M-----		1	\$2,000.00										
E 17	WKYC	09/29/12	09/29/12			CM	11-1130p		-----S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00

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Advertiser: Republican National Committee
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Advertiser: Republican National Committee
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WKYC	09/30/12	09/30/12	Golf Ryder Cup SA/SU 7A-6PM	CM	7A-6PM (12:00 PM-6:00 PM)	-----S	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
RYDER CUP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		2				\$1,200.00		0.00			
E 26	WKYC	09/30/12	09/30/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$3,000.00		0.00			
E 27	WKYC	09/30/12	09/30/12	NFL Regular Season FoGIM NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$10,000.00		0.00			
E 28	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$1,500.00	P-5	0.00	NM	3	\$4,500.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		3				\$1,500.00		0.00			
E 29	WKYC	10/04/12	10/04/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----T---	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$3,500.00		0.00			
E 30	WKYC	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$1,500.00		0.00			
E 31	WKYC	10/04/12	10/04/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		2				\$800.00		0.00			
E 32	WKYC	10/04/12	10/04/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$300.00		0.00			
E 33	WKYC	10/04/12	10/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		2				\$1,000.00		0.00			
E 34	WKYC	10/04/12	10/04/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		2				\$1,400.00		0.00			
E 35	WKYC	10/04/12	10/04/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$4,000.00		0.00			
E 36	WKYC	10/04/12	10/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$2,000.00		0.00			
E 37	WKYC	10/02/12	10/02/12		CM	11-1135p	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11-1135p Channel 3 News at 11p M-F															
CH 3 NWS AT 11															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		1	\$3,500.00									
E 38 WKYC	10/02/12	10/02/12	Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)		- T-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		2	\$1,500.00									
E 39 WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p		- T-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		2	\$800.00									
E 40 WKYC	10/02/12	10/02/12	M-F 430a-5a 430a News	CM	430a-5a		- T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		1	\$300.00									
E 41 WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a		- T-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		2	\$1,000.00									
E 42 WKYC	10/02/12	10/02/12	M-F 5-6p Dr. Phil	CM	5p-6p		- T-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		2	\$1,400.00									
E 43 WKYC	10/02/12	10/02/12	Nightly News Nightly News	CM	M-Su 6:28p-7p		- T-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		1	\$4,000.00									
E 44 WKYC	10/02/12	10/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p		- T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-T-----		1	\$2,000.00									
E 45 WKYC	10/03/12	10/03/12	Tonight Show Tonight Show	CM	1135p-1237a		-- W----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-- W----		2	\$1,500.00									
E 46 WKYC	10/03/12	10/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p		-- W----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-- W----		2	\$800.00									
E 47 WKYC	10/03/12	10/03/12	M-F 430a-5a 430a News	CM	430a-5a		-- W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-- W----		1	\$300.00									
E 48 WKYC	10/03/12	10/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a		-- W----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-- W----		2	\$1,000.00									
E 49 WKYC	10/03/12	10/03/12		CM	5p-6p		-- W----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00

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WKYC